

SYSTEMS AND METHODS FOR DISTRIBUTION OF SALES LEADS

ABSTRACT OF THE DISCLOSURE

5 The invention provides systems and methods for processing sales leads. Illustratively,
the invention provides a method for distributing sales leads, the method comprising: inputting a
sales lead, having lead information, to a lead processing portion; performing a decisioning
process relating to assignment of the sales lead, the decisioning process determining the recipient
of the sales lead for working the sales lead, wherein at least a call center is included in the
10 decisioning process as a possible recipient; and outputting information regarding the sales lead
from the lead processing portion to the recipient of the sales lead for access and working of the
sales lead by the recipient.

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